

2025

Sponsorship Opportunities

October 13-15, 2025
Omni La Costa Resort, Carlsbad, CA

To learn more and sign up today, email us at authenticate@fidoalliance.org

authenticatecon.com



About Authenticate

Authenticate is the industry's only conference dedicated to digital identity and authentication with a focus on phishing-resistant sign-ins with passkeys. Authenticate brings together CISOs, business leaders, product managers, security strategists and identity architects to share expertise and get the tools to roll out passkeys, while gaining a deeper understanding of the technologies and approaches to secure the broader identity and access management lifecycle.

Now in its 6th year, the FIDO Alliance-hosted Authenticate Conference has become renowned for its high-quality content and vibrant community of professionals committed to advancing passkeys and related technologies to create a more secure web.

Join us at Authenticate 2025 and be part of shaping the future of digital identity and security.



Questions?

Contact us at authenticate@fidoalliance.org

The Authenticate Community

Authentication, identity, and security thought leaders and decision makers from various sectors attend Authenticate.

850+

Attendees

(650+ on-site in
Carlsbad)

60+

partners &
sponsors

120+

Sessions

56% of attendees were decision makers from industries including:

- Financial Services
- Mobile / Telecom
- Healthcare
- Hardware
- Software
- Government
- Manufacturing
- Education
- Travel / Hospitality
- Media / Entertainment
- Industry Associations
- Consulting

80%

of attendees are
implementing
or plan to
implement
FIDO

Attendees Love Authenticate

In 2024

75% of attendees
were in person

98% agree the content
was what they were
looking for

55% of attendees were
new to Authenticate
in 2024

87% of attendees plan
to rewatch content
on demand

“This is the best industry conference of the year. I have amazing, intelligent conversations with the best minds in the industry - many of whom have become friends.”

“Great sense of community and it continues to grow and grow allowing us to enable passkey deployments.”

“Everyone is talking about either deployments that they've done or successes that they've seen.”

“As always, great content and great presenters.”

“There are so many great learning opportunities at this conference! Not to mention the opportunities to network with people from start-ups and major tech companies alike.”

“It's a good platform to exchange ideas, thoughts and connect with people in the same line of work.”

Apply for Sponsorship

To request sponsorship, fill out this [form](#).

Past Authenticate Conference sponsors are given the right of first refusal for their previous sponsorship role. Sponsorship will then be allocated based on the FIDO Alliance [Sponsorship Policy](#) on a priority basis based on: 1) membership level; and then, 2) by the date and time that we received your request.

You have 14 days to sign the contract before the sponsorship is released to other parties.

Once your signed contract is received, we will generate an invoice with net 30 payment terms. Sponsorship benefits begin upon receipt of payment.



Authenticate Premier Sponsorship Package



	Signature	Platinum	Gold	Silver	Startup
Sponsorship Cost (FIDO member)	\$37,500	\$21,500	\$12,750	\$7,000	\$3,500
Sponsorship Cost (non-FIDO member)	\$50,000	\$26,500	\$16,000	\$9,000	\$4,500
Booth space (location choice within sponsor class determined by date of contract execution, details on next page)	Booth	Booth	Booth	Kiosk	Counter
Full Authenticate conference passes for staff attendance	5	4	3	2	1
Authenticate & Plenary Conference passes at flat rate of \$500 (members only)	4	3	2	1	0
Unlimited 20% discount (Full In-person Conference Only)	✓	✓	✓	✓	✓
Session Slot (topic to be mutually agreed upon)	1	1			
Keynote (topic to be mutually agreed upon)	1				
Masterclass slot (topic to be mutually agreed upon)	1	1			
Solution Theater slot	1	1	1		
Attendee registration data (opt-in)	✓	✓	✓		
Banner ad on rotating on-site signage located throughout event	✓	✓			
Push notification via event app	2	1	1		
50-word profile and URL on website, event app, and streaming platform	✓	✓	✓	✓	✓
Logo placement on event homepage, event platform, & marketing material (size/placement tiered by level)	✓	✓	✓	✓	✓
Logo placement within on-site signage and on-site show guide (size/placement tiered by level)	✓	✓	✓	✓	✓
Logo placement in hold slides and acknowledgment from the podium	✓	✓			
Recognition in all press releases associated with the event	✓				
Acknowledgment via Authenticate and FIDO Alliance social channels	✓	✓	✓	✓	✓
Sponsor promo kit	✓	✓	✓	✓	✓

Sponsored Session Formats

Track Session

This 30-minute session can accommodate 1-2 speakers and is included in a main agenda track. Topic must be agreed upon between the sponsor and the Authenticate Program Committee. Authenticate sponsors that submit proposals via the call for speakers may have their talk selected for their sponsored track session.

Masterclass

This is an interactive education session that gives attendees the opportunity to build and improve their skills and/or knowledge on a particular topic. This session will range between 60-90 minutes and have up to three instructors. Topic must be agreed upon between the sponsor and the Authenticate Program Committee.

Solutions Theater

Solutions Theater sessions will be held on a stage area within the expo hall where eligible sponsors give 10-15 minute talks on the topic of their choice, typically a product talk or demo to provide attendees with more insights into their offering. Time slots will be determined based on the order of sponsorship confirmation (i.e. first come, first served) and will be listed in the agenda under the “Solutions Theater Track.”

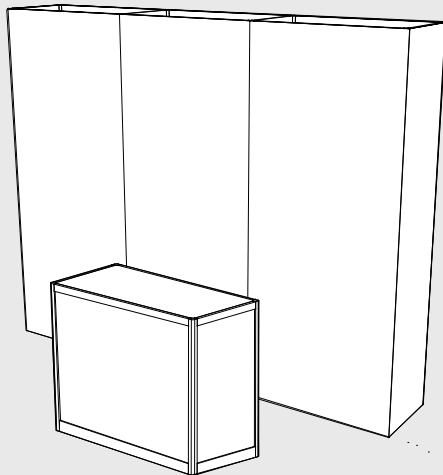
Included in Premier Sponsorship Packages: Booths

SPONSORSHIP LEVEL

SIGNATURE, PLATINUM, GOLD

- 10x10 Booth space
- 3M x 8'H brandable PVC backwall
- 1M Counter w/ brandable full-color front and side infill panels
- Two (2) Bar stools
- One (1) Wastebasket

Booth branding included in sponsorship fee.

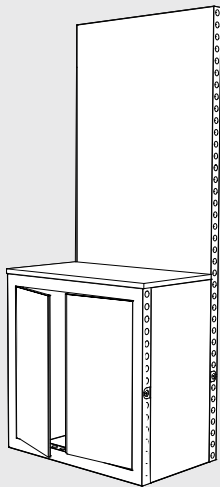


Included in Premier Sponsorship Packages: Booths

SPONSORSHIP LEVEL SILVER

- 1M Kiosk w/ counter and brandable full-color front panel
- 1.25M Full-color backwall
- Two (2) Bar stools
- One (1) Wastebasket

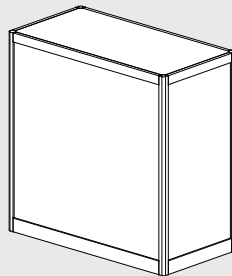
Booth branding included in sponsorship fee.



SPONSORSHIP LEVEL STARTUP

- 1M Counter w/ brandable full-color front and side infill panels
- Two (2) Bar stools
- One (1) Wastebasket

Booth branding included in sponsorship fee.



Startups are defined as having been in business for less than 5 years, have less than 50 employees, and less than \$5M in funding. Companies must have qualification data available. Companies must support FIDO technology and/or be FIDO Certified.

Additional Sponsorship Opportunities

Event Platform Sponsor (Exclusive - limit 1) \$10,000

Attendee Hub, Authenticate's online event platform, is the one-stop shop for all attendees to watch live-streamed and on-demand content, manage their event calendars, network, and view exhibitor content.

Become the exclusive event platform sponsor and get your brand front and center to Authenticate attendees. In 2024, 85% of attendees visited and viewed content on Attendee Hub.

This exclusive sponsorship includes:

- Logo on the Attendee Hub homepage for the duration of the event
- Logo on the event stream frame for all sessions
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Option for a sponsored ~25-minute on-demand session
- Opt-in registration data for all attendees



Additional Sponsorship Opportunities

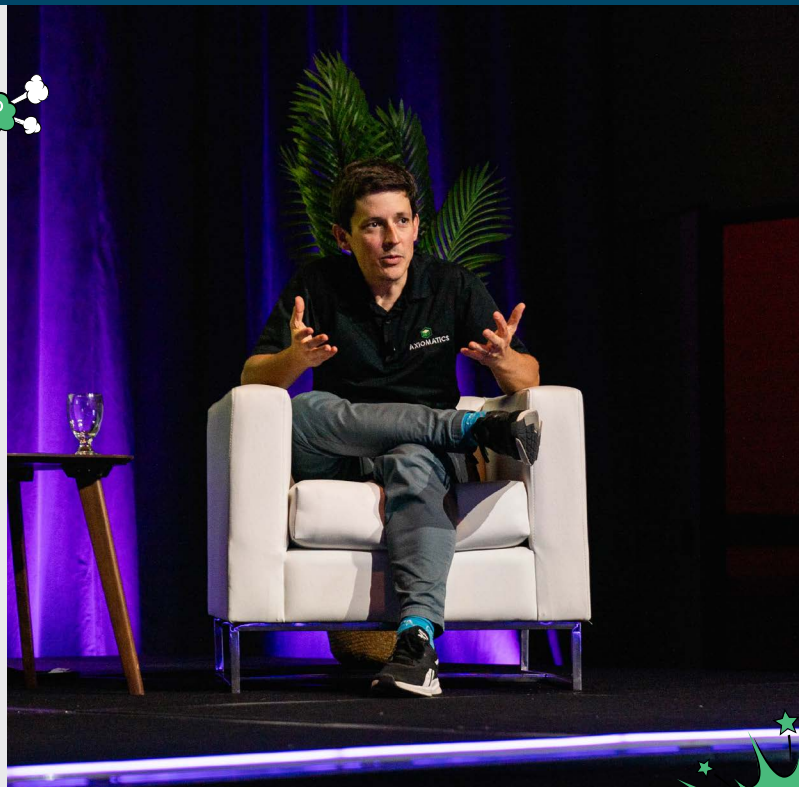
Sponsored Luncheon \$10,000 (limited availability)



Get the opportunity to present to attendees while they enjoy lunch.

This sponsorship – limited to one per day – includes:

- 40 minute session on the topic of your choice in assigned Authenticate breakout room with AV and designated technician
- Catered lunch for session attendees,
- Conference passes for up to 2 speakers
- 1 push notification from the event app to all attendees with details to attend the luncheon
- Inclusion on agenda and all associated marketing materials
- Logo placement on event homepage and marketing materials
- Logo and company description on Authenticate website and event platform with link to company homepage
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Logo placement within on-site signage and on-site show guide



Additional Sponsorship Opportunities

Industry Partner \$3,500 (limited availability)

Industry partners* have an exclusive opportunity to have an impactful presence at Authenticate with these benefits:

- 6ft table on expo floor (location choice within sponsor class determined by date of contract execution)
- 1 full conference for an Industry Partner representative*
 - Must be employed by the Industry Partner itself with an associated email address or provide a written letter from an Industry Partner executive detailing representative's role in the organization and why they are suited to represent the partner in the expo hall*
- Logo placement on event homepage and marketing materials
- Logo and company description on Authenticate website and event platform with link to company homepage
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Logo placement within on-site signage and on-site show guide

*Companies with Liaison Partnership agreements that are in good standing with the FIDO Alliance, and other non-profit organizations with missions that are in line with the goals of the FIDO Alliance may participate as an Authenticate Industry Partner.



A la Carte Opportunities

WIFI SPONSOR: \$7,500

(Exclusive - Limit 1)

Keep Authenticate attendees connected during the event. As the official WiFi sponsor, you'll receive logo recognition on-site throughout the conference and on the event webpage.

+ 1 full conference pass
(not including member plenary)

MOBILE APP SPONSOR: \$6,500

(Exclusive - Limit 1) **SOLD OUT**

The mobile app will be the source of all event information on-site at Authenticate. In 2023 over 85% of attendees used the mobile app, creating a great branding opportunity for the sponsor. The sole mobile app sponsor will get logo recognition in the app, on-site and on the event website. In addition, the sponsor will be able to send one push notification to attendees.

LANYARDS: \$6,500

(Exclusive - Limit 1) **SOLD OUT**

This co-branded lanyard will put your logo on every Authenticate attendee! Plus, get sponsor recognition on-site and on the event website.

SPEAKER ROOM SPONSOR: \$5,000

(Exclusive - Limit 1) **SOLD OUT**

Provide speakers with a quiet place to prep for their sessions and recharge with drinks and snacks throughout the event. This sponsorship includes recognition on-site, on food stations, on the agenda, and on the event website.

BRANDED KEY CARD SPONSOR: \$6,000

(Exclusive - Limit 1) **SOLD OUT**

Put your brand in front of all of Authenticate's hotel guests and be part of their stay at the Omni La Costa Resort and Spa. This sponsorship also includes the registrant opt-in list, one (1) complimentary pass (not including member plenary), and branding on Authenticate materials and signage leading up to and during the event.

CHARGING STATIONS SPONSOR: \$10,000

(Exclusive - Limit 1)

Forgot your charger? No problem! Attendees can charge their devices using these fully equipped charging stations. This sponsorship includes four (4) brandable charging stations placed strategically throughout expo and session halls, plus the registrant opt-in list and branding on Authenticate materials and signage leading up to and during the event.

NETWORKING BREAK CAPPUCCINO BAR:

\$7,000 SOLD OUT

Make networking breaks more enjoyable for attendees with fresh coffee! This opportunity includes the registration opt-in list, a complimentary conference pass (not including member plenary), and brand recognition leading up to and during the event and breaks.

BRANDED JENGA: \$4,000 **SOLD OUT**

Put your brand on what will surely be a hit in the expo hall! Give attendees an opportunity to network while playing giant Jenga, placed in two locations within the expo hall. Sponsors also receive branding on Authenticate materials and signage leading up to and during the event.

BREAK/MEAL SPONSOR: \$5,500

Help attendees refuel between sessions and get brand recognition at the same time! This sponsorship includes recognition on-site, on food stations, on the agenda and on the event website.



Questions?

Contact us at authenticate@fidoalliance.org

Reception Sponsorship Opportunities

Showcase your brand during the highly anticipated Authenticate 2025 networking receptions!

These events are designed to foster connection and conversation—making them the perfect platform to showcase your company's leadership in identity and authentication.

Sponsorships are available for each of these receptions, offering high-visibility brand exposure at key moments throughout the conference.

Interested in showcasing your brand?

Contact authenticate@fidoalliance.org to learn more or to request sponsorship.



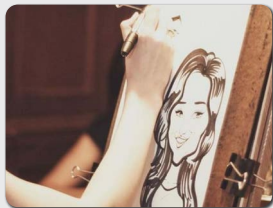
Reception Sponsorship Opportunities

Expo Kick Off Reception Sponsorships

Held immediately following the opening keynotes on Day 1, the Expo Kick Off Reception sets the tone for the entire conference. This high-energy gathering will have a boardwalk carnival theme and will drive attendees to the exhibit hall, providing the perfect atmosphere for introductions, conversation, and networking. As a sponsor, your brand will be front and center during this critical first impression moment, reinforcing your role as a leader in the identity community. Sponsorships offer premium branding opportunities, from signage to interactive activations.

Want to capture the attention of Authenticate attendees?

Step right up to sponsor one or more of these engaging interactions to showcase your brand, drive traffic to your booth, and build connections.



CARICATURES: \$4,250 SOLD OUT

Capture the unique personalities of Authenticate attendees with fun, stylized portraits by our talented caricature artist. Attendees get a memorable keepsake and sponsors get great brand visibility!



GLOW-IN-THE-DARK RAINBOW COTTON CANDY: \$4,000

Light up the night by sponsoring this eye-catching cotton candy station! This sponsorship includes branding on the cotton candy packaging and signage.



SNOW CONE STATION: \$4,000 SOLD OUT

Bring a burst of color and refreshment to the event by sponsoring the Snow Cone station. Sponsors receive branding on the snow cone wrappers.



TAROT CARD READING EXPERIENCE: \$4,000

Create a buzz by sponsoring the Tarot Card Reading Experience—an intriguing and interactive station that draws attendees in for captivating conversations and unforgettable moments. Drive people to your booth with this unique interaction.

Reception Sponsorship Opportunities

Wake Up Call Reception Sponsorships

WAKE UP CALL RECEPTION

Start the final day of the conference with high visibility and high energy by sponsoring the Wake Up Call Reception. Hosted in the Expo Hall on the morning of Day 3, this event draws attendees in for coffee, breakfast, energizing activations, Solutions Theater sessions, and continued conversations with exhibitors and other attendees before sessions resume.

It's an ideal moment to associate your brand with thoughtful networking and innovation while helping attendees start the day refreshed and re-engaged. Customized sponsorship opportunities allow your brand to stand out during this last key touchpoint of the event.



HORCHATA COLD BREW STATION: \$4,000

Boost booth traffic and brand visibility with a refreshing Horchata Cold Brew Station – a standout sponsorship opportunity that draws attendees directly to your booth! Your branding will be prominently featured on the cold brew coffee cups.



CHURRO CART: \$4,000

Attract attendees and spark conversation with a Churro Cart stationed by your booth. Sponsor branding will be prominently displayed on the churro packaging.

The Omni La Costa Resort & Spa

The Omni La Costa Resort & Spa is a luxury hotel that is perfectly equipped for both business and pleasure. Sponsors are encouraged to take advantage of the many opportunities available on-property, including:

- Modern expo hall with updated amenities, perfect for showcasing products and solutions to potential customers
- Ample meeting space for customer and/or team off-sites (get in touch with us for information on booking)
- Dedicated opportunities for networking with conference attendees
- Various on-site dining, entertainment and spa offerings available to all resort visitors

Property Details



Resort Map



Questions?

Contact us at authenticate@fidoalliance.org

